

ABSTRACT OF THE DISCLOSURE

A paper feeding device and method, wherein a tray including a paper loading unit, a paper feeding device, a paper cutting device is slid out of a main body of an image forming apparatus. When a new rolled transfer paper is loaded in the paper loading unit, the rolled transfer paper is conveyed so that a tip portion thereof is discharged from a rolled transfer paper outlet of the tray. The discharged tip portion of the rolled transfer paper is cut by the paper cutting device.